



Blinc Inc.

www.blincinc.com



At A Glance:

- **Company:** Blinc Inc.
- **Location:** Herndon, VA
- **Industry:** Distribution/Wholesale, Manufacturing, Retail
- **Challenge:**
 - Manage an international cosmetics business with a small staff
 - Avoid IT expenditures
 - Take back all sales and service operations in-house
- **Software switched from:** Great Plains, QuickBooks
- **Results with NetSuite:**
 - One-touch access to complete business reporting without costly customization
 - Supporting 50 percent annual growth rate with no systems problems
 - Internally serving all customer contacts with NetSuite

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— *Lewis Farsedakis, CEO*
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The Results:

Blinc Inc. has been supporting its astronomical growth rate in the cosmetics business using NetSuite to manage all sales and service operations. "It says a lot, how we've grown our product in an industry with bigger fish who have a lot more money than we have," says Lewis Farsedakis, CEO. "The smaller companies in this industry are not as tech-savvy, so if you can keep your costs low and use technology, you can compete effectively."

A NetSuite user since 2002, Blinc, makers of the hot Kiss Me Mascara, has enjoyed a 50 percent growth rate. NetSuite has helped Blinc manage sharply growing volumes of sales to retailers such as high-end spas and beauty supply stores, as well as independent distributors and direct consumers. Blinc Inc. and its partner companies process over 100 orders per day through NetSuite, with dozens coming through the integrated NetSuite Web store. "We've turned a page in the company — now all shipping, fulfillment, and order-taking is in-house, and everybody's on NetSuite," Farsedakis says.

Being able to act quickly and confidently, with any-time access to business insight and operations, has been a crucial component of Farsedakis's success. "I'm in Florida, I have employees in Washington and Colorado and an accountant in Virginia, but NetSuite lets us act as if we're one group."

The Challenges:

Cosmetics is a multi-billion dollar international industry, but the makers of Kiss Me Mascara knew they had a winner on their hands. Making sure that the company could stay viable, lean, and aggressive in the face of monstrous competitors, however, was a challenge.

Although the company's official contact address is in Virginia, the tightly-run Blinc has executive operations in Florida, Washington, and Colorado, but little room in the budget for elaborate overhead and in-house IT management systems. Blinc's 70 independent



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outside sales representatives dwarf the company's lean internal staff of 15 employees. Farsedakis knew from experience that he could not trust his new business with conventional operations software. "I've had enough experience with Great Plains to know that you have to write programs every time you want to do something," he says.

Still, the company needed a tightly integrated solution which could support a multi-pronged market presence and turn around orders both large and small on a moment's notice.

The Solution:

Blinc has successfully used NetSuite for over three years to keep Kiss Me Mascara on the rise. Blinc uses most of the functionality the on-demand service has to offer, including inventory management, CRM, a fully integrated Web store, and UPS shipping integration.

The NetSuite experience has been so positive for Blinc that its owners operate two affiliated businesses on NetSuite as well. One, Blinc International Inc., acts as the supplier and distributor to the Blinc retail company, while Clinicians Choice Inc. is a nutraceutical company. Each has its own channel partners and distinct operations, but Blinc management is able to keep a close eye on purchasing activity in each business segment. "We can sell mascara or supplements and know where all of our customers' money is being spent in real time," Farsedakis says. "It has made it easy to manage my businesses as they grow."

When Blinc's owners started the international distributor, the decision to work with NetSuite was easy. Clinicians Choice Inc., which Farsedakis acquired in January 2006, had used a different system but Farsedakis immediately converted the company to run on NetSuite as well. "I like the way I get information through NetSuite, so I'm using NetSuite for everything I do going forward."